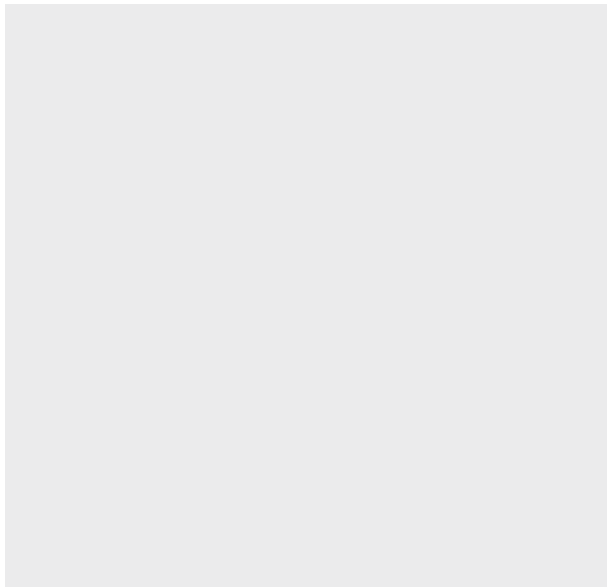


Seven Questions to Knowing Your Audience

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Insert a representative picture or illustration of an audience member in this rectangle. It helps to put a face on the audience.



1 What are they like?

Demographics and psychographics are a great start, but connecting with your audience means understanding them on a personal level. Take a walk in their shoes and describe what their life looks like each day.

2 Why are they here?

What do they think they're going to get out of this presentation? Why did they come to hear you? Are they willing participants or mandatory attendees? This is also a bit of a situation analysis.

3 What keeps them up at night?

Everyone has a fear, a pain point, a thorn in the side. Let your audience know you empathize—and offer a solution.

4 How can you solve their problem?

What's in it for the audience? How are you going to make their lives better?

5 What do you want them to do?

Answer the question “so what?”—and make sure there's clear action for your audience to take.

6 How can you best reach them?

People vary in how they receive information. This can include the set up of the room to the availability of materials after the presentation. Give the audience what they want, how they want it.

7 How might they resist?

What will keep them from adopting your message and carrying out your call to action?